

Seminar Series



Join us the second Thursday of every month for a series of "brown bag" seminars, sponsored by the National Renewable Energy Laboratory and the U.S. Department of Energy (DOE). Each seminar is held at NREL's Washington, D.C., office or in Golden, Colorado. Topics focus on new and innovative renewable energy and energy analysis strategies, models, and technologies.



Web Access and Call-In Information

Log-In Info

URL for log-in:

<https://www.mymeetings.com/nc/join/>

Conference Number: SA306396

(no passcode is needed)

You also can join the event directly at

<http://www.mymeetings.com/nc/join.php?i=SA306396>

Call-In Info

To call in: 1-877-989-1543

Passcode: 8864359



Will the Customer Side of the Smart Grid Ripen or Rot? Five First Principles for Embracing Customers as Co-creators of Value

A seminar presented by DOE/EERE's Office of Planning, Budget, and Analysis and NREL's Strategic Energy Analysis Center

Peter C. Honebein, Principal
Customer Performance Group, LLC

BONUS - Friday, May 29, 2009

10-11 a.m. (Golden, Colo.)

Noon-1 p.m. (Washington, D.C.)

(The seminar is also offered via conference call or Internet conferencing.

See the log-in and call-in information below. **An RSVP is required to ensure that we have enough phone lines and/or seats. The presenter will be in Golden, Colorado)**



Peter C. Honebein

Today, utilities around the world are preparing their fields for the smart grid. But how are they preparing customers for new innovations and greater involvement in energy efficiency, demand response, and load-shifting? It is no secret that utilities' relationship with customers for the past 100 years has been paternalistic. The smart grid will change all that, to a relationship that involves customers as co-creators of value. This presentation distills from research, case studies, and other sources the five first principles for designing the social side of the smart grid equation. The first principles are:

1. Embrace customer-centered design
2. Blend rational and emotional experiences
3. Engage customers in small, observable steps of adoption
4. Segment by observable customer actions
5. Use action research to drive emergence and evolution of solutions

These first principles form a checklist that smart grid stakeholders (researchers, regulators, utilities, interveners, and vendors) can use to guide business cases, regulatory filings, and strategic plans associated with the customer side of smart grid initiatives.

Peter C. Honebein is a principal with Customer Performance Group, LLC, a management and marketing strategy consulting firm. He is also an adjunct professor at Indiana University and University of Nevada, Reno, where he teaches course in marketing, customer experience design, human performance, and instructional strategy. Honebein earned his Ph.D. in instructional systems technology at Indiana University, and holds a bachelor's degree in broadcast sales and management from Pepperdine University.

Golden, Colo., information

1617 Cole Blvd., Golden, Colorado
Building 3, Conference Room 250.

Please contact Kalia Kehoe at
kalia_kehoe@nrel.gov or 303-384-7439

Washington, D.C., information

901 D Street SW (adjacent to the Forrestal Building)
or 370 L'Enfant Promenade. Ninth Floor.

Please contact Wanda Addison, of
Midwest Research Institute (MRI), at
wanda_addison@nrel.gov or 202-488-2202

For more information on NREL analysis, please visit
www.nrel.gov/analysis